

"THE STORE FOR EVERYBODY"

# THE NEW YORK STORE

MOLINE BRADY-WAXENBERG CO. MOLINE



## Christmas

**T**HE BEST thing about Christmas is that it is a time when kindly thoughts are expected of us, and when we expect them ourselves. "Peace on earth" may not always be possible; but that's no reason why we cannot have the other part of it—"Good will towards men."

The fact that this "Good Will" finds its most active expression in giving gifts, doesn't mean that a gift is the only way of expressing it. And the fact that it is "more blessed to give than to receive" doesn't mean that there's no blessedness in receiving.

We, in this business, have received a good deal from the people of the Quad-Cities and vicinity during the whole of the year now closing. We do not know with what degree of "good will" you have given your patronage, but we know with what "good will" it has been received.

Our desire now is to make this store a place where you will come with a sense of "Good Will"; where you will feel our "Good will" towards you; where our knowledge of merchandise, our ability to buy at an advantage, and our facilities for distribution, are cheerfully placed at your service. We shall try to do our part of every transaction in such a way that your part will be a pleasure as well as a profit to you.

We, therefore, extend to our friends and customers; to those who are not our customers; to our enemies—if we have any—our sincerest assurances of our "GOOD WILL" and our cordial wishes for a Joyous Christmas; the Happiest New Year, and the truest feeling of "Peace on earth; good will to all."



December 25  
1920

The NEW YORK STORE  
Brady-Waxenberg Co.  
Moline, Illinois